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# The San Diego REALTOR®



THE TRUSTED VOICE OF SAN DIEGO REAL ESTATE

What's Happening at SDAR • June 2012

## NEW TECHNOLOGY AT SDAR

As REALTORS® it is always important to maintain the competitive advantage that technology provides. Buyers and sellers have access to more information than ever before and SDAR has developed three new technology tools that are designed to save money, increase efficiency, and provide a competitive edge. The technology tools we are developing for our members are Google Apps, REALTOR® Dash, and a redesigned Website.

SDAR is going Google! Join millions who have already gone Google for a better way to collaborate, save money, and communicate. Google Apps offers a better way to do business with Web-based apps for documents, presentations, spreadsheets, videos, and sites. Users can work together on documents online and in real-time.

Google Apps accesses content from any Internet-Connected computer or mobile device. As a REALTOR® you can be rest assured knowing the servers are maintained with the reliability and

security of Google, leaving you more time to concentrate on business.

REALTORS® can communicate with hosted email, calendar, and IM apps. Google Apps provides 50 times more storage than the industry average and is accessible through any computer or mobile device allowing you the flexibility to scale your business as it grows.

SDAR Members have several options when going Google. Google Apps is free to all REALTOR®Plus members. Become a REALTOR®Plus member or renew your membership now for \$49 before July 1 when the price increases.

If members are not interested in all the benefits of REALTOR®Plus, Google Apps is also available at a special introductory price available for a limited time. Contact member services by calling 858-715-8040 or emailing [membership@sdar.com](mailto:membership@sdar.com) to enroll today.

If you still need to know more before making your decision attend one of our FREE Google Apps classes. These classes are filling quickly so be sure to reserve your spot by calling 858-715-8040 or emailing [membership@sdar.com](mailto:membership@sdar.com).

The second tool being developed is REALTOR® Dash; this single access dashboard will revolutionize access to the tools and information most used by REALTORS®. REALTOR® Dash is being developed exclusively for SDAR by Sada Systems, a Google Enterprise

Provider and will be available to all SDAR members. REALTOR® Dash is an easy to use dashboard featuring the most used REALTOR® tools, such as MLS, zipForm®, Department of Real Estate look-up, statistics, social media, and Google Apps.

The redesigned SDAR.com Website features better navigation, clear entry points, housing market stats, improved tools, a better calendar and more. With more intuitive navigation finding information becomes more efficient, saves time, and saves money. Whether you're signing up for a class or checking out the latest housing stats, you will benefit from the new Website design.

In addition to easy access to the information that REALTORS® rely on to do their jobs, the new Website will also feature homeowner tools designed to lead buyers and sellers to connect with SDAR members. REALTOR®Plus members will receive premium listings designed to increase business. The redesigned Website is scheduled to launch in September.

As we develop the technology tools for our members we strive to be sure



they meet the most critical needs. We are seeking volunteers to participate in focus groups. If you are an early adopter or just want to learn more, sign-up at [www.sdar.com/realtordash](http://www.sdar.com/realtordash).

We are pleased to offer our members these cutting edge tools designed to increase business, save money, and improve efficiency. Google Apps, REALTOR® Dash, and the redesigned sdar.com Website will keep pace with the latest technology trends.

Google Apps is available now, sign up today. REALTOR® Dash and the redesigned sdar.com Website will be launched in September. Keeping up with buyers and sellers is critical to the success of all REALTORS® and SDAR is your technology provider.

## MAYORAL DEBATE HIGHLIGHTED AT EXPO

The last major debate for the candidates for Mayor of San Diego was featured at the luncheon during the San Diego County REALTOR® Expo & Conference, sponsored by SDAR last month in Mission Valley. The ballroom at the Town and Country Resort was a full house as the candidates faced questions from a panel of local media on topics including legislative issues facing the real estate industry. George Chamberlin, Executive Editor of The Daily Transcript (pictured individually), introduced the event that was moderated by 10 News anchor Steve Atkinson.

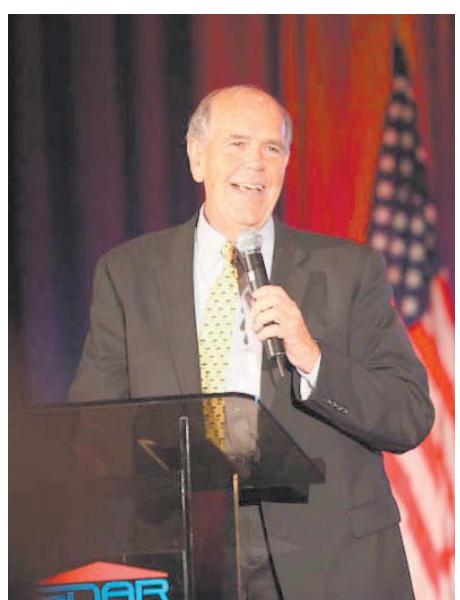
For a recap of the Expo and more photos, please turn to page 5.



Media Panel asks the candidates tough questions.



Mayoral Candidates (left to right): Councilman Carl DeMaio, District Attorney Bonnie Dumanis, Rep. Bob Filner, and Assemblyman Nathan Fletcher.



George Chamberlin made opening remarks.

## PRESIDENT'S PERSPECTIVE

2012 PRESIDENT



DONNA SANFILIPPO

Fellow REALTORS®, this is an exciting time to be a member of SDAR, and it is my honor to serve this year as your President. There are many exciting programs, initiatives, and new benefits we are working hard on to ensure that we are doing what we can to help each of you.

May 16-17 we had the opportunity to attend The REALTORS® Midyear Meetings & Trade Expo in Washington D.C. This is where NAR members take an active role to advance the real estate industry, public policy, and the association.

While at The REALTORS® Midyear Meetings & Trade Expo in Washington D.C. we participated in legislative activities, special issues forums, and the trade show. We successfully influenced legislation that protects *The American Dream of Homeownership*.

More than 15,000 REALTORS® gathered at Washington Monument for the *Rally to Protect the American*

*Dream*. We were SUCCESSFUL! We showed that our voice does make a difference. We continue to influence legislation with the goal of stabilizing the housing market because we recognize it as the cornerstone for our economic recovery.

Thank you to everyone who attended the San Diego County Expo and Conference on May 30. The entire event was a success from the Trade Show to the Educational Breakout Sessions and Mayoral Debate Luncheon.

I want to thank our Board of Directors, our volunteers, the Major Events Task Force, and SDAR's staff for planning and hosting such an excellent event. We clearly demonstrated to San Diego that SDAR is, without a doubt, a top professional, strong, and influential organization. As the largest trade association in the county, we clearly proved it.

Sincerely,

Donna Sanfilippo

## The San Diego REALTOR®

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## FROM THE DESK OF THE CEO

### Finding a home for new technology with Google Apps

People have been buying and selling property for centuries, often with the help of a professional who understands the complexities of real estate transactions. The San Diego Association of REALTORS® (SDAR) was created more than 100 years ago to give these professionals the opportunity to connect and discuss issues on a local level. Buyers and sellers have more access to information than ever before. SDAR is here to help our REALTOR® members to stay one step ahead of their clients.

Our goal as an association is to give our 12,000+ members the education and tools they need to be successful. It's no secret that the real estate market has been challenging recently, so we are constantly looking for ways to help our members reduce their costs, streamline their operations, and find better ways to communicate with their buyers and sellers. We've been using Google Apps at our association main office and 5 service centers and have found the tools to be particularly useful in the real estate industry, so we decided to announce that we will be offering Google Apps to our members.

We believe that Google Apps will transform the way our members do business. With Google Sites, they're able to create websites for buyers with new listings and open houses, information on neighborhoods and schools, as well



MICHAEL T. MERCURIO

as directions and maps to each property. They can also create sites for properties on the market. Instead of calling or emailing clients, our REALTORS® can just update their sites, so buyers and sellers always have one place to go.

The most important aspect for members, however, has been the mobility of Google Apps. Since email, documents, and sites now live in the cloud, they can access this information from anywhere with an Internet connection -- at a property, from the office, or from home. Speed is of the essence in this business, and since REALTORS® are always on the go, being able to see new emails and respond right away is incredibly helpful.

We're very happy to have found a way to significantly help our members' businesses.

Sincerely,

Mike Mercurio

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MICHAEL WOLF

## SDAR MEMBER NAMED TO "30 UNDER 30" CLASS OF 2012

**SALES ASSOCIATE BY DAY,  
AUTHOR-ENTREPRENEUR  
BY NIGHT**

Although he was doing well as a graduate student in architecture, Michael Wolf, GRI, 29, wasn't sure that career would offer him the future he was looking for. An influential instructor suggested a real estate sales career, giving Wolf the confidence boost he needed to leave the program and follow his entrepreneurial ambitions. Wolf is now in business with his wife, Jessica, and remains in constant "refinement mode," he says.

Wolf, an SDAR member since 2006, was recently named one of REALTOR® Magazine's "30 Under 30"—REALTORS® who are young professionals exemplifying the ingenuity, dedication, and prowess that are raising the bar in real estate today. He started his career at Ascent Real Estate and credits founders Penny Nathan and Ken Pecus for his development as a professional.

To set himself apart, Wolf has written a book, "The First Homebuyer Book." He also founded LockBoxSwap.com, where real estate professionals

across the nation can buy and sell used lockboxes.

"I am the type of person who wants to be involved in several projects and businesses," Wolf says, "but I've found that it's difficult to manage businesses that are vastly different from one another. So I set my mind to be on the lookout for real estate-related opportunities that could generate business from the real estate business itself."

Wolf also offers this tip: "The accomplishments and success in my real estate career are in the direct proportion to what I put into it each and every day. Anything is possible with a plan and a purpose, and when combined with true passion and persistence for success, I know each day that I am becoming a better version of myself and ever-closer to my goals and dreams in life."

*For more information about the "Class of 2012," visit <http://realtormag.realtor.org/30-under-30>. Congratulations Michael!*

## C.A.R. ANNOUNCES E&O PROGRAM EXCLUSIVELY FOR MEMBERS

C.A.R. recognizes that comprehensive and affordable errors and omissions (E&O) coverage is essential to the success of its members' businesses. As a result, C.A.R. has created an E&O insurance program customized for C.A.R. members. The program has been built collaboratively, using decades of collected knowledge and experience from C.A.R., the Strategic Defense Attorney Panel, and C.A.R.'s endorsed insurance broker – RealCare Insurance Marketing, Inc.

The E&O Program has been specially designed to offer value and to address the needs of C.A.R. members. Highlights of the features offered in the program include:

- A choice of counsel endorsement that provides direct access to C.A.R.'s Strategic Defense Attorney Panel
- 50 percent deductible reduction benefit for using a home warranty company (American Home Shield or Fidelity National Home Warranty) or zipLogix Relay®
- "Record Only" claim reporting that protects the policyholder's loss record should the claim be settled under the deductible
- Individualized limits and deductibles for all size firms

*Additional information regarding the E&O Program may be obtained at [www.RealCareCAR.com](http://www.RealCareCAR.com) or by calling a RealCare agent at (800) 939-8088, extension 207.*

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The following people have applied for membership in the San Diego Association of REALTORS®. Any objections to the admittance should be addressed in writing to the San Diego Association of REALTORS®, P.O. BOX 85586, San Diego, CA, 92186-5586.

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 Sergio Ojeda - Sergio Ojeda Realty  
 Charles Rollins - SWMH, Inc.  
 Souheil Sawaya - Souheil Sawaya  
 Timothy Stripe - Advanced Commercial Corp.  
 Brandon Sudweeks - Sudweeks Commercial R.E., Inc.  
 Stephanie Wagner - Stephanie L. Wagner  
 John Walsh - John N. Walsh, Broker

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 Carlos Arias - Genesis Realty  
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 David Baily - Empress Group Inc.  
 Cher Battroe - Coldwell Banker Commercial NRT  
 Brett Benham - Middleton & Associates  
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 Ian Bowman - Keller Williams SD Metro  
 Ryan Branco - Diego Homes Realty Group  
 William Bruno - Bill Bruno Realty  
 Yosimien Cain - USA Realty and Loans  
 Mary Mac Capener - Pacific Shore Platinum  
 Carmen Cecena - Prudential California Realty  
 Andrew Chance - Smart Real Estate Solutions  
 Cynthia Choung - Team USA Realty and Investment  
 Melissa Cizauskas - Keller Williams SD Central Coastal  
 Lee Cohen - Keller Williams Realty  
 Robert Dalton - American R.E. Professionals  
 Gregory Ebner - La Jolla Cove Realty  
 Christopher Ehorn - Keller Williams SD Metro  
 Matthew Eller - RE/MAX Associates  
 Michelle Ferreira - Ascent Real Estate, Inc.  
 Martha Garner - Sale Pros  
 Kathleen Gillis - Cal. Coast & Country Homes  
 Albert Gonzales - Homesmart Realty West  
 Gina Gonzalez - Realty Executives Dillon  
 Linda Hana - Slavens Realty  
 Crystal Harry - Century 21 Award  
 Razi Hasni - Millennium Real Estate Group

Katherine Hewitt - Prudential California Realty  
 James Hoffert - Prudential California Realty  
 Jill Holden - Nextage Pacific Realty  
 Julie Jones - Prudential California Realty  
 Crystal Jordan - Solutions Real Estate  
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 Suk Kim - Kareic R.E. & Investment  
 Irina Klyaz - RE/MAX United  
 Michael Krambs - Coldwell Banker Residential  
 Daphne Lee - Abacus Properties Inc.  
 Christy Littlemore - Prudential California Realty  
 James Longley - World Gallery Properties  
 Derek Lundgren - Keller Williams Realty La Jolla  
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 Patricia Martin-Aguilar - Greater Good Realty  
 Roberto Martinez - Century 21 Award  
 Jesse Thomas McManus - Ascent Real Estate, Inc.  
 Norma Medina - Prudential California Realty  
 Laurie Moose - American Dreams Real Estate  
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 Esther Nassimi - Americorp Financial & Realty  
 Steven Nelson - Hendricks & Partners  
 Linh Nguyen - Century 21 Award  
 Michael O'Sullivan - Middleton & Associates  
 Lizbeth Palm - Sand & Sea Realty, Inc.  
 Eugene Park - New Century Realty & Lending  
 Siagzar Payvar - ERA Eagle Estates, Inc.  
 Tracy Renfrow - Coldwell Banker Residential  
 Ruth Reyes - Prudential California Realty  
 Michelle Ridley-Zecos - Keller Williams Realty

Andres San Martin - Summit Realty Group  
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 Mary Siapno - Lyons Realty  
 Wilfredo Soria - Pacific Sotheby's Int'l Realty  
 Trisha Stone - The Canter Group  
 Elizabeth Story - Keller Williams Realty  
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## YOU'RE INVITED TO UPCOMING CHARITY GOLF TOURNAMENT AND REAL ESTATE SUMMIT

Summer is here, and so are a couple of SDAR's signature events. Make sure to mark your calendars for the 5th Annual Everyday Heroes Golf Tournament and the 4th Annual Regional Real Estate Summit.

Come out Friday, August 10 to the Carmel Mountain Ranch Country Club and support a good cause while working on your backswing. The Everyday Heroes Golf Tournament, benefiting the Ambassadors Foundation, helps to make homeownership more affordable for our local San Diego police officers. The tournament includes lunch, golf, a cocktail reception, silent auction, dinner and a live auction; a whole lot of play for your buck. For more information and to RSVP visit, [sdargolf.eventbrite.com](http://sdargolf.eventbrite.com).

The fun doesn't end there. On Friday, September 7 be sure to join us at the Town and Country Resort & Convention Center for the Real Estate Summit. Hear what respected industry experts say about today's real estate market. Guest speakers include Leslie Appleton-Young, Vice President and Chief Economist for C.A.R.; Lawrence Yun, Chief Economist and Senior Vice President of Research for NAR; as well as a spokesperson from The London Group will provide insight into recent market trends and forecasts to help you navigate your business in the ever changing market. Seating is limited and registration is required. Visit [sdarsummit.eventbrite.com](http://sdarsummit.eventbrite.com) for more details and to register.

Exclusive sponsorship opportunities are now offered for both events. Contact SDAR at (858) 715-8000.

# SUCCESS AT THE REALTOR® EXPO & CONFERENCE

The San Diego County 2012 REALTOR® Expo and Conference on Wednesday, May 30, brought together real estate professionals for a day of learning in breakout sessions, mingling and networking, and elbow-rubbing with San Diego's mayoral candidates.

## Some highlights from the show included:

- A technology-themed Expo to help all gain a new understanding and appreciation for how today's emerging technologies can help increase business
- Successfully executed last major mayoral debate, generating an attendee audience of not only REALTORS® but individuals from the business and political community.

Many thanks to everyone involved in the San Diego County 2012 REALTOR® Expo and Conference, and especially our attendees and exhibitors.

## Particular appreciation to our generous sponsors:

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Sierra Pacific Mortgage  
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## SDAR would also like to recognize our vendors who helped make this event a success:

Town and Country Resort & Convention Center, MSI, GES Exhibitor Services, Barcode Publicity, CRE & AV Event Solutions, The ALLSTAR Group, Unique Mobile Sound Event Productions, Clever Promotions, Allie's Party Rentals, and Alan Smith Photography.



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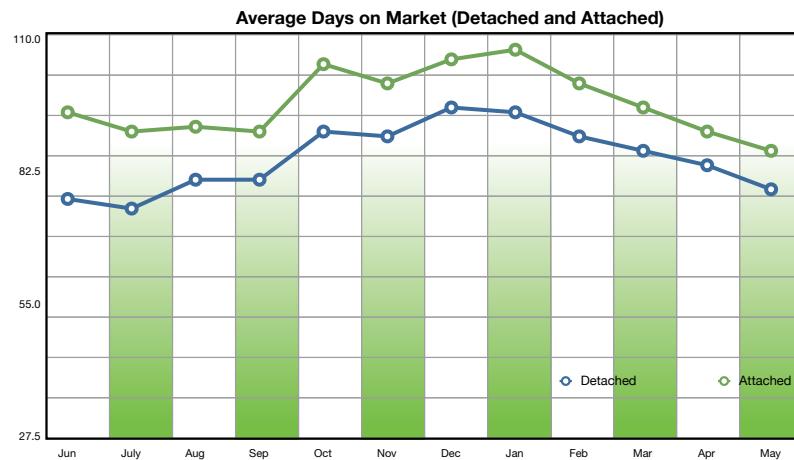
# MAY STATISTICS DETACHED HOMES

Current Year - 2012								Previous Year - 2011									
SOLD LISTINGS		AVG DAYS ON MARKET		MEDIAN PRICE*		SOLD LISTINGS		AVG DAYS ON MARKET		MEDIAN PRICE*		SOLD LISTINGS		AVG DAYS ON MARKET		MEDIAN PRICE*	
Zip Code	Market Area	Mth	YTD	Mth	YTD	Mth	YTD	Mth	YTD	Mth	YTD	Mth	YTD	Mth	YTD	Mth	YTD
91901	Alpine	13	77	109	79	\$390,000	\$390,000	11	62	79	89	\$385,000	\$440,000				
91902	Bonita	19	75	110	86	\$425,000	\$415,000	12	61	66	95	\$425,500	\$450,000				
91905	Boulevard	0	5	0	213	\$0	\$110,000	1	4	188	183	\$215,000	\$118,000				
91906	Campo	6	35	110	87	\$147,500	\$131,000	2	24	183	91	\$153,500	\$147,450				
91910	Chula Vista	42	167	78	85	\$338,000	\$317,552	32	164	62	89	\$302,500	\$315,000				
91911	Chula Vista	46	176	60	89	\$268,500	\$267,500	31	187	140	101	\$269,000	\$275,000				
91913	Chula Vista	38	209	129	103	\$374,500	\$369,900	37	178	90	94	\$370,000	\$370,000				
91914	Chula Vista	21	103	111	110	\$447,000	\$445,500	28	101	85	87	\$505,000	\$509,000				
91915	Chula Vista	38	187	114	124	\$348,500	\$360,000	22	128	108	97	\$394,995	\$374,000				
91916	Descanso	2	10	82	69	\$377,925	\$295,000	5	13	54	68	\$222,500					
91917	Dulzura	0	1	0	156	\$0	\$260,000	0	1	0	172	\$0	\$339,000				
91931	Guatay	0	1	0	140	\$0	\$120,000	0	0	0	0	\$0	\$0				
91932	Imperial Beach	9	53	112	116	\$275,000	\$290,000	2	27	12	57	\$782,500	\$290,000				
91934	Jacumba	1	6	49	51	\$100,000	\$71,000	2	9	12	78	\$37,450	\$40,000				
91935	Jamul	9	46	181	110	\$398,000	\$389,000	7	42	93	80	\$349,900	\$427,500				
91941	La Mesa	37	148	60	79	\$370,000	\$391,706	31	121	64	83	\$405,000	\$386,000				
91942	La Mesa	19	106	50	78	\$345,000	\$317,500	19	82	79	74	\$330,000	\$327,000				
91945	Lemon Grove	26	102	58	74	\$250,000	\$250,000	12	71	51	58	\$253,000	\$246,000				
91948	Mount Laguna	1	3	47	183	\$203,000	\$192,000	0	0	0	0	\$0	\$0				
91950	National City	18	99	69	87	\$195,500	\$203,000	14	94	139	104	\$218,750	\$212,500				
91962	Pine Valley	0	8	0	88	\$0	\$207,950	1	6	65	62	\$375,000	\$266,000				
91963	Potrero	0	1	0	125	\$0	\$206,500	0	1	0	51	\$0	\$225,000				
91977	Spring Valley	51	211	61	71	\$265,000	\$254,900	57	222	85	93	\$232,000	\$260,000				
91978	Spring Valley	9	25	44	74	\$360,375	\$320,000	4	30	69	105	\$319,000	\$325,000				
91980	Tecate	0	0	0	0	\$0	\$0	0	0	0	0	\$0	\$0				
92003	Bonsall	2	18	42	117	\$642,500	\$503,500	4	18	47	67	\$620,000	\$499,750				
92004	Borrego Springs	7	29	110	99	\$100,000	\$120,000	9	39	139	183	\$260,000	\$168,000				
92007	Cardiff By The Sea	6	32	32	70	\$1,189,000	\$857,500	8	29	69	63	\$1,125,000	\$905,000				
92008	Carlsbad	18	86	52	82	\$555,000	\$533,450	22	65	101	102	\$555,000	\$560,000				
92009	Carlsbad	51	207	58	83	\$684,000	\$391,96	62	79	\$679,900	\$679,945						
92010	Carlsbad	10	42	98	75	\$532,500	\$505,000	13	56	52	71	\$515,000	\$507,250				
92011	Carlsbad	23	107	55	83	\$638,000	\$695,000	13	79	42	70	\$770,000	\$695,000				
92014	Del Mar	19	63	94	116	\$1,050,000	\$1,250,000	14	62	79	107	\$1,251,500	\$1,335,000				
92019	El Cajon	36	136	68	85	\$397,500	\$371,000	33	139	76	88	\$385,000	\$370,000				
92020	El Cajon	32	130	71	68	\$288,500	\$306,000	29	129	80	81	\$297,000	\$300,000				
92021	El Cajon	33	176	86	94	\$270,000	\$277,500	24	112	89	84	\$268,500	\$280,000				
92024	Encinitas	51	167	73	76	\$800,000	\$810,000	32	138	72	73	\$785,000	\$722,000				
92025	Escondido	39	122	97	88	\$291,000	\$307,500	20	102	97	92	\$264,000	\$281,550				
92026	Escondido	50	213	96	97	\$334,500	\$312,500	40	173	93	106	\$319,125	\$337,500				
92027	Escondido	56	236	77	97	\$282,500	\$257,250	39	193	79	78	\$269,900	\$280,000				
92028	Fallbrook	41	224	111	97	\$342,000	\$316,000	43	218	92	97	\$350,000	\$347,305				
92029	Escondido	23	81	60	97	\$151,000	\$560,000	9	49	135	102	\$458,000	\$450,000				
92036	Julian	7	26	197	185	\$299,000	\$242,500	4	26	115	127	\$173,000	\$168,550				
92037	La Jolla	26	132	78	102	\$1,359,500	\$1,400,000	22	111	57	84	\$1,501,500	\$1,290,000				
92040	Lakeside	24	120	92	73	\$325,190	\$306,000	23	105	88	102	\$320,000	\$299,000				
92054	Oceanside	22	104	73	96	\$313,500	\$345,000	15	79	75	92	\$345,000	\$392,000				
92056	Oceanside	47	187	70	90	\$336,500	\$325,000	39	170	118	89	\$335,000	\$334,750				
92057	Oceanside	57	226	88	92	\$350,000	\$333,900	39									

# MAY STATISTICS ATTACHED HOMES

Current Year - 2012				Previous Year - 2011			
Zip Code	Market Area	Sold Listings	Avg Days on Market	Median Price*	Sold Listings	Avg Days on Market	Median Price*
Mth	YTD	Mth	YTD	Mth	YTD	Mth	YTD
91901	Alpine	0	10	\$0	78	\$0	\$107,500
91902	Bonita	0	9	\$0	55	\$0	\$184,400
91905	Boulevard	0	0	\$0	0	\$0	\$0
91906	Campo	0	0	\$0	0	\$0	\$0
91910	Chula Vista	15	62	\$0	82	\$165,000	\$165,000
91911	Chula Vista	20	58	\$0	101	\$137,500	\$145,000
91913	Chula Vista	26	102	\$0	123	\$179,057	\$190,000
91914	Chula Vista	5	23	\$0	173	\$239,000	\$225,000
91915	Chula Vista	19	68	\$0	126	\$220,000	\$219,500
91916	Descanso	0	0	\$0	0	\$0	\$0
91917	Dulzura	0	0	\$0	0	\$0	\$0
91931	Guatay	0	0	\$0	0	\$0	\$0
91932	Imperial Beach	11	30	\$0	89	\$121,000	\$165,950
91934	Jacumba	0	0	\$0	0	\$0	\$0
91935	Jamul	0	0	\$0	0	\$0	\$0
91941	La Mesa	3	12	\$0	19	\$146,500	\$146,500
91942	La Mesa	12	63	\$0	84	\$160,500	\$161,000
91945	Lemon Grove	2	5	\$0	32	\$100,500	\$112,000
91948	Mount Laguna	0	0	\$0	0	\$0	\$0
91950	National City	4	21	\$0	66	\$121,500	\$109,000
91962	Pine Valley	0	1	\$0	13	\$0	\$18,000
91963	Potrero	0	0	\$0	0	\$0	\$0
91977	Spring Valley	5	40	\$0	77	\$144,000	\$117,500
91978	Spring Valley	0	8	\$0	130	\$0	\$135,650
91980	Tecate	0	0	\$0	0	\$0	\$0
92003	Bonsall	3	9	\$0	18	\$92,000	\$170,000
92004	Borrego Springs	5	10	\$0	124	\$99,500	\$78,750
92007	Cardiff By The Sea	5	22	\$0	45	\$59,000	\$397,000
92008	Carlsbad	11	40	\$0	144	\$445,000	\$363,500
92009	Carlsbad	22	118	\$0	101	\$304,950	\$271,000
92010	Carlsbad	8	41	\$0	112	\$287,500	\$299,000
92011	Carlsbad	8	31	\$0	86	\$367,000	\$380,000
92014	Del Mar	10	27	\$0	151	\$537,000	\$435,000
92019	El Cajon	7	49	\$0	98	\$172,750	\$170,000
92020	El Cajon	8	51	\$0	115	\$115,750	\$110,000
92021	El Cajon	12	62	\$0	123	\$110,000	\$110,000
92024	Encinitas	16	81	\$0	113	\$310,000	\$332,500
92025	Escondido	2	29	\$0	88	\$75,000	\$125,000
92026	Escondido	8	40	\$0	89	\$155,051	\$152,500
92027	Escondido	10	32	\$0	77	\$115,800	\$113,000
92028	Fallbrook	1	7	\$0	190	\$122,500	\$95,000
92029	Escondido	1	3	\$0	176	\$160,000	\$160,000
92036	Julian	0	0	\$0	0	\$0	\$0
92037	La Jolla	31	110	\$0	114	\$475,000	\$467,000
92040	Lakeside	6	35	\$0	18	\$68,000	\$90,101
92054	Oceanside	9	53	\$0	67	\$295,000	\$320,000
92056	Oceanside	34	117	\$0	77	\$188,500	\$185,000
92057	Oceanside	14	99	\$0	58	\$151,000	\$140,000
92058	Oceanside	6	31	\$0	195	\$124,250	\$154,000
92059	Pala	0	0	\$0	0	\$0	\$0
92060	Palomar Mountain	0	0	\$0	0	\$0	\$0
92061	Pauma Valley	0	2	\$0	44	\$194,250	\$0

Current Year - 2012				Previous Year - 2011			
Zip Code	Market Area	Sold Listings	Avg Days on Market	Median Price*	Sold Listings	Avg Days on Market	Median Price*
Mth	YTD	Mth	YTD	Mth	YTD	Mth	YTD
92064	Poway	2	22	\$273,750	110	\$258,500	61
92065	Ramona	1	8	\$183,000	0	\$154,250	122
92066	Ranchita	0	0	\$0	0	\$0	0
92067	Rancho Santa Fe	1	3	\$765,000	85	\$765,000	149
92068	San Luis Rey	0	0	\$0	0	\$0	0
92069	San Marcos	7	30	\$170,000	96	\$152,500	107
92070	Santa Ysabel	0	0	\$0	0	\$0	0
92071	Santee	20	91	\$180,000	94	\$175,000	97
92075	Solana Beach	14	52	\$218,000	66	\$216,000	116
92078	San Marcos	30	120	\$243,500	56	\$258,000	95
92081	Vista	3	14	\$289,500	78	\$182,500	94
92082	Valley Center	0	0	\$0	0	\$0	0
92083	Vista	7	27	\$130,000	53	\$130,000	72
92084	Vista	4	15	\$142,500	46	\$150,000	131
92086	Warner Springs	0	0	\$0	0	\$0	0
92091	Rancho Santa Fe	1	6	\$652,500	39	\$635,000	124
92096	San Marcos	0	0	\$0	0	\$0	0
92101	San Diego Downtown	63	337	\$430,000	92	\$364,000	74
92102	San Diego	6	22	\$158,000	79	\$168,000	84
92103	Mission Hills	20	105	\$335,000	92	\$310,000	86
92104	North Park	15	90	\$205,000	73	\$172,500	85
92105	East San Diego	2	46	\$82,000	50	\$96,125	70
92106	Point Loma	8	21	\$371,000	87	\$320,000	93
92107	Ocean Beach	8	26	\$282,500	120	\$282,500	92
92108	Mission Valley	41	144	\$185,000	78	\$173,000	95
92109	Pacific Beach	26	102	\$278,000	121	\$352,000	88
92110	Old Town SD	15	70	\$305,000	99	\$220,500	14
92111	Linda Vista	21	69	\$301,500	83	\$245,500	90
92113	Logan Heights	2	13	\$111,950	383	\$183,000	84
92114	Encanto	1	7	\$160,000	275	\$169,000	22
92115	College Grove	12	83	\$122,125	108	\$123,000	90
92116	Normal Heights	13	58	\$165,000	69	\$155,000	106
92117	Clairemont Mesa	11	44	\$180,000	117	\$185,100	85
92118	Coronado	12	47	\$85,000	87	\$102,000	153
92119	San Carlos	7	31	\$182,000	72	\$159,900	74
92120	Del Cerro	4	44	\$189,950	105	\$144,000	82
92121	Sorrento	2	10	\$404,750	4	\$344,500	42
92122	University City	20	106	\$275,000	88	\$238,250	23
92123	Serra Mesa	8	40	\$278,500	54	\$244,000	117
92124	Tierrasanta	7	24	\$258,000	17	\$253,250	76
92126	Mira Mesa	21	109	\$190,000	72	\$185,000	93
92127	Rancho Bernardo	28	105	\$247,500	91	\$232,000	101



## COMPARATIVE SALES - EXISTING HOMES - MAY 2012 SAN DIEGO COUNTY

	ATTACHED			DETACHED		
	Sales	% Change from Prior Year	% Change from Prior Month	Sales	% Change from Prior Year	% Change from Prior Month
1 Total Sales Volume May 2012	\$272,773,590	10.764	6.325	\$1,110,239,659	24.889	12.756
2 Average Sales Price May 2012	\$292,362	7.796	5.641	\$505,114	-1.191	3.984
3 Median* Sales Price May 2012	\$230,000	7.220	9.520	\$380,000	0.000	4.100
4 Sold Listings May 2012	933	2.753	0.647	2,198	26.394	8.436
5 Average Days on Market May 2012	87	1.163	-4.396	79	0.000	-5.952
6 Total Sales Volume May 2011	\$246,265,751			\$888,983,341		
7 Average Sales Price May 2011	\$271,218			\$511,204		
8 Median* Sales Price May 2011	\$214,500			\$380,000		
9 Sold Listings May 2011	908			1,739		
10 Average Days on Market May 2011	86			79		

	ATTACHED			DETACHED		
	Sales	% Change from Prior Year	% Change from Prior Month	Sales	% Change from Prior Year	% Change from Prior Month
11 Total Sales Volume YTD 2012	\$1,170,541,980	1.151		\$4,480,840,156	9.664	
12 Average Sales Price YTD 2012	\$271,336	3.824		\$476,888	-3.431	
13 Median* Sales Price YTD 2012	\$210,000	1.940		N/A		
14 Sold Listings YTD 2012	4,314	-2.575		9,396	13.561	
15 Average Days on Market YTD 2012	98	2.083		88	2.326	
16 Total Sales Volume YTD 2011	\$1,157,221,122			\$4,085,961,193		
17 Average Sales Price YTD 2011	\$261,342			\$493,831		
18 Median* Sales Price YTD 2011	\$206,000			\$370,000		
19 Sold Listings YTD 2011	4,428			8,274		
20 Average Days on Market YTD 2011	96			86		

Copyright 2012 San Diego Association of Realtors. Data for single-family attached and detached home sales through the Multiple Listing Service of Sandicor, Inc. Neither SDAR nor Sandicor guarantees or is responsible for its accuracy. \*The median home price is the price where half of the homes sold for more and half sold for less. It is a more typical price measure than average, which can be skewed high by a relative handful of million-dollar plus transactions.

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# GET TO KNOW OMA: THE NEW C.A.R. OFFICE MANAGEMENT AGREEMENT

By Kevin Burke

The California Association of REALTORS® (C.A.R.) updates their forms, on a semiannual basis, to account for changing Legislation and Litigation (the two "L's"). As such, C.A.R. has come out with a new form, scheduled for the May 2012 Forms Release, known as the Office Management Agreement (OMA).

This form is intended to comply with the new provisions of California Business and Professions (B&P) Code §10164, which will take effect on July 1, 2012. This rule regulates the hiring and firing of office managers. The California Department of Real Estate (DRE) Commissioner enforces that new rule (among others). B&P Code §10164 contains the text of the new law, while §10165 contains the penalty provisions.

There is no previous version of the form, so, a broker may choose to use the new one without worrying about a conflict with a previous form. It is intended to create a written contract between the Brokerage, and the Office Manager, where there may have formerly not been one.

The text of the law requires a written agreement between a broker and office manager. The law requires that the employing broker notify DRE when a manager is hired, or terminated. Further, the broker is considered an employer; the manager an "at-will" Employee (not an independent contractor). Therefore, all of the usual rules apply, including, but not limited to, wages, hours, and vacation laws. And, either party may terminate the agreement at any time, and, without cause.

The law states that the employing broker may appoint a "licensee" as a manager (whether branch office or business), and "...delegate to the appointed manager the responsibility to oversee day-to-day operations, supervise the licensed activities of licensees, and supervise clerical staff employed in the branch office or division."

An easy way for the Broker to shed or discharge liability? That is NOT the case. The broker is still the "responsible party" per B&P Code §10177. (Sound familiar?)

A licensee accepting an appointment as a manager may be disciplined for failure to properly supervise licensed activity. Again, that does not relieve the designated broker of their duty.

The agreement must be in written form, in which the manager accepts the delegated responsibility. The employing broker will need to retain a copy of the contract, and, send a notice to the DRE, in a form approved by the commissioner, identifying the

appointed manager and the branch office the manager is appointed to supervise.

**There are certain circumstances in which the DRE will not consent to approve the office manager. For example:**

1. The licensee holds a restricted license;
2. The licensee is or has been subject to an order of debarment; or,
3. The licensee is a salesperson with less than two years of full-time real estate experience within five years preceding the appointment (sort of like the "degreed broker" rule).

While it is a requirement to have a written agreement between the employing broker and the office manager, it is also a requirement that the employing broker notify the DRE, in writing, whenever that appointment is terminated or changed.

The penalty provisions are easy to interpret: the DRE may temporarily suspend, or permanently revoke, the real estate license. Of course, the offender may be subject to other enforcement actions by other governmental authorities.

So, if you are a broker with office managers, you need to have a written agreement between yourself and those managers.

*Kevin M. Burke, JD, proudly serves on the Risk Management Committee of the California Association of REALTORS®, but, more importantly, the San Diego Association of REALTORS®, from whence all interesting subjects come up with national focus!*

# LEGISLATIVE LOBBYING



SDAR leadership meets with Congressman Brian Bilbray (center) in Washington D.C., during the last month's NAR Midyear Legislative Meetings. With him (left to right) are Erik Weichelt, 2012 President Donna Sanfilippo, Marjorie McLaughlin, and Immediate Past President Bob Kevane.



Participating in the "Rally to Protect the American Dream" last month in Washington, D.C., were leaders from SDAR (left to right) Immediate Past President Bob Kevane, Marjorie McLaughlin, Susan Marshall, Ann Throckmorton, and Government Affairs Director Jordan Marks.

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### CALLING ALL PET OWNERS AND CHILI CHEFS

Plan on a hot time in Coronado on October 8, with pets and chili cooks competing at the Coronado Real Estate Association and City of Coronado's first "Pet Parade & Chili Cook-Off" at Promenade Park on Strand Way. The event is from 11:30 a.m. to 3:00 p.m., and funds raised will benefit PAWS of Coronado.

Aspiring and professional chili chefs are being invited to submit recipes and samples of their fiery concoctions for review at the event by a panel of local judges.

Pet owners of all ages can also

compete for awards by entering their pets in five different categories: Most Handsome, Prettiest Female, Most Beautiful Rescue Pet, Best Costume, and Most Gorgeous Senior (10 years and older). The conclusion of the day will be the pets strutting their stuff in the pet parade.

Chili participants can reserve a booth for \$50; vendor booths are \$100. Pet participants can register for \$10 per pet per category, and registration for pets is the day of the event (11:30 a.m. to 12:45 p.m.)

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& The City of Coronado**

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OF CORONADO



For more information and chili registration forms, call Caroline Haines, founder and chairperson, at (619) 435-5200.



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# SDAR Education Schedule

LEGEND:  KEARNY MESA  SOUTH COUNTY  EAST COUNTY  DEL MAR  CORONADO

Classes subject to change or cancellation.

Check www.sdar.com for current information.

R-Plus = REALTOR® Plus+ price

RMS = Risk Management Specialist price

JUNE	CLASS TITLE	TIME	R-Plus	RMS	SDAR	Others	Credits	PRESENTER
19	Negotiations	9:00 am – 1:00 pm	\$47.60	\$42	\$56	\$69	NA	Michael Spilger, Esq.
19	Your "Due Diligence": Taxes/Financing/HOA Analysis	9:00 am – 12:00 pm	\$21.25	\$25	\$25	\$35	NA	Leonard P. Baron
21	Contract Essentials featuring the RPA	8:00 am – 5:00 pm	\$75.65	\$69	\$89	\$105	8 CP	Ed Estes, Esq.
21	Tempo/Fusion Tips & Updates	9:30 am – 11:00 am	Free	Free	Free	Free	NA	Sandicor Trainer
22	Know Your Disclosures	9:00 am – 4:00 pm	\$67.15	\$59	\$79	\$109	6 CP	Ed Estes, Esq.
25 & 26	The A.R.T. of Recruiting	8:00 am – 5:00 pm	\$254.15	\$299	\$299	\$349	NA	J. Alan Sappenfield
25 & 26	Certified Negotiation Expert	8:30 am – 5:00 pm	\$169.15	\$199	\$199	\$239	15 CP	John Wenner
25	Google™ App Training	9:00 am – 12:00 pm 1:00 pm – 4:00 pm	Free	\$10	\$10	NA	NA	Randy Jones
27-29	Conquering Contracts	Wed: 8:30 am – 3:30 pm Thur: 8:30 am – 5:00 pm Fri: 8:30 am – 1:30 pm	\$254.15	\$75 (Audit)	\$299	\$399	19 CP	Rick Waite, Esq. Ed Estes, Esq.
27	Google™ App Training	9:00 am – 12:00 pm 1:00 pm – 4:00 pm	Free	\$10	\$10	NA	NA	Randy Jones
27	Agent Boot Camp: Jump Start Your Career	9:00 am – 3:30 pm	Free	Free	\$15	\$50	NA	Patrick Alexander
28	Your "Due Diligence": Inspection/Insurance>Title/LLC	9:00 am – 12:00 pm	\$21.25	\$25	\$25	\$35	NA	Leonard P. Baron
28	HAFA Short Sales: Updates & Changes	9:00 am – 1:00 pm	\$24.65	\$29	\$29	\$42	NA	Ginni Field
28	zipForm® 6 Hands-On Lab	9:00 am – 12:00 pm	\$29.75	\$35	\$35	\$42	NA	Kimber Backlund
29	HOAs, REALTORS®, and the Real Estate Transaction	9:00 am – 11:30 am	Free	Free	\$15	\$30	NA	Rick Salpietra, Esq. Raylene Brundage
JULY	CLASS TITLE	TIME	R-Plus	RMS	SDAR	Others	Credits	PRESENTER
10	Short Sales & Foreclosures (SFR Designation)	8:30 am – 5:00 pm	\$84.15	\$99	\$99	\$149	8 CP	J. Alan Sappenfield
11	Prospecting: Making It Work	9:00 am – 12:00 pm	\$21.25	\$25	\$25	\$39	3 CS	John Altman
12	zipForm® 6 Hands-On Lab	9:00 am – 12:00 pm	\$29.75	\$35	\$35	\$42	NA	Kimber Backlund
12	Understanding Permits & Building Codes	10:00 am – 1:00 pm	\$24.65	\$22	\$29	\$39	NA	Jonathan Schneeweiss, JD
16	DocuSign® - Electronic Signatures (beginners)	9:00 am – 11:00 am	\$12.75	\$15	\$15	\$25	NA	Randy Jones
16	DocuSign® - Electronic Signatures (advanced)	11:30 pm – 1:00 pm	\$12.75	\$15	\$15	\$25	NA	Randy Jones

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# JULY 2012 CALENDAR OF EVENTS



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	COMMITTEE MEETINGS
1	2	REIE Exchangers 8:30 am– 11:00 am (Kearny Mesa)	3 SDAR Service Centers Closed Independence Day	4	5	6	7
8	9 New Member Orientation 8:30 am–3:30 pm.(Kearny Mesa)	10 Short Sales & Foreclosures (SFR) 8:30 am–5:00 pm (East County)	11 Prospecting: Making It Work 9:00 am–12:00 pm (Kearny Mesa)  East & South County Pitch/Caravan 9:00 am–12:00 pm	12 zipForm® 6 Hands-On Lab 9:00 am–12:00 pm (East County)  Permits & Building Codes 10:00 am–1:00 pm (Del Mar)	13 Top Producer Seminar 12:00 pm–3:00 pm (Kearny Mesa)	14 One-Day Prep Course 8:30 am–5:00 pm (Kearny Mesa)  Assisting the First-Time Home Buyer (Seminar) 9:00 am–12:00 pm (East County)	
15	16 DocuSign® - Beginners 9:00 am–11:00 am (Kearny Mesa)  DocuSign® - Beginners 11:30 am–1:00 pm (Kearny Mesa)	17 REIE Exchangers 8:30 am–11:00 am (Kearny Mesa)  Free MLS Training (Day 2) 9:15 am–4:30 pm (Kearny Mesa)  How Powerful is LinkedIn? 11:30 am–1:00 pm (Kearny Mesa)  Point2 Syndication Seminar 12:00 pm–1:30 pm (Del Mar)	18 Position Your Business for Profit (Day 1) 8:00 am–5:00 pm (Kearny Mesa)  Paperless Transaction Workflow 9:00 am–12:00 pm (Kearny Mesa)  East & South County Pitch/Caravan 9:00 am–12:00 pm	19 Position Your Business for Profit (Day 2) 8:00 am–5:00 pm (Kearny Mesa)  Tempo/Fusion Tips & Updates 9:30 am–11:00 am (Del Mar)	20 Broker Exchange Mixer 9:00 am–11:30 am (Del Mar)	21	
22	23 Google Apps Seminars 9:00 am–12:00 pm (Del Mar) 1:00 pm–4:00 pm (Del Mar)	24 REIE Exchangers 8:30 am– 11:00 am (Kearny Mesa)	25 East & South County Pitch/Caravan 9:00 am–12:00 pm	26 Start and Operate a Brokerage 9:00 am–12:00 pm (Kearny Mesa)  How to Successfully Communicate with Your Client 9:00 am–1:00 pm (Del Mar)  zipForm® 6 Hands-On Lab 9:00 am–12:00 pm (Kearny Mesa)	27 GRI - Agency Relationships, Duties & Disclosures, Ethics, Professional Conduct, and Legal Aspects 8:00 am–5:00 pm (Kearny Mesa)	28	
29	30	31 REIE Exchangers 8:30 am–11:00 am (Kearny Mesa)					

All classes/events subject to change or cancellation.



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